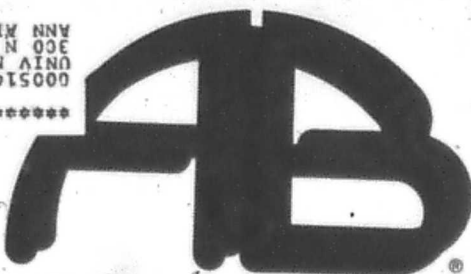


A SPOTLIGHT
ON CANADA



April 11, 1987

AMUSEMENT BUSINESS
THE INTERNATIONAL NEWSWEEKLY FOR SPORTS BUSINESS & MASS ENTERTAINMENT

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INSIDE...

MIGHTY MOUSE FINDS NEW GIG

New England Playworld, formerly Benson's Animal Farm, has signed a nine-year licensing agreement for exclusive use of the Terrytoons cartoon characters. The characters will be featured in the logo, signage, advertising, costumed characters and live shows. Park owner: "The characters, the park's new name and look and a new advertising agency will all make this our best year ever." See story on Page 29.

MELÉE AT THE MEADOWLANDS

Building officials at New Jersey's Meadowlands Arena and the promoter of an Iron Maiden show there March 28 are "doing some heavy thinking" about upcoming heavy metal concerts at that facility. This follows a melee in the parking lot following the concert that resulted in two cars being torched and 16 people arrested. See story on Page 6.

CLOSED CIRCUIT FIGHTS

Lou Falcigno, veteran closed circuit fight promoter, cites simpler equipment, network coverage of boxing events and the "Rocky" movies for the increased interest in boxing. He paid \$1.5 million for the New York/New Jersey closed circuit rights to the Hagler-Leonard bout, and put in another \$1.5 million in equipment, rents and advertising. See story on Page 14.

OFF-SEASON FAIRGROUNDS USE

Interim use of fairground facilities on the West Coast is up in 1987, with off-season uses ranging from rock shows and square dancing clinics to weddings and family picnics. In this issue, AB talks with several West Coast fair managers about what they're doing to increase off-season revenues for their facilities. See story on Page 33.

PAYING THE PIPER IN BRITAIN

Foreign entertainers and sports figures have always been faced with a 27% tax when working in England, but many were long gone by the time Inland Revenue tried to collect. To remedy that, Parliament has made the tax a withholding tariff that must be collected by the promoter or agent. The law goes into effect May 1. See story on Page 18.

FROM ONE KINGDOM TO ANOTHER

Disneyland will serve as the start and Disney World will be the finish line in this summer's Great American Race, a cross-country antique auto rally that is expected to draw more than 100 classic entries. The Disney Co. will join eight other sponsors in supporting the event and will also field two entries of its own. See story on Page 4.

Record 64,959
See NCAA Final
At Superdome

By PATRICIA BATES

The National Collegiate Athletic Assn. (NCAA) basketball title was decided in the closing moments when Indiana defeated Syracuse 74-73 March 30, but there was no close call for turnstile counts at the Louisiana Superdome, New Orleans.

A record number of spectators for a collegiate hoops contest—64,959—bettered the mark of 61,612 from the 1982 NCAA Division I Tournament finale, also held at the Superdome.

"About 300,000 seats could easily be sold if we could place them around a court," said Bill Curl, publicist for the Superdome. "Approximately 11 months ago, the NCAA had 143,000 requests for tickets."

Order forms were sent into a bank in Kansas City last April, and about 41,000 names were selected in a random drawing. The Final Four teams were also allotted 2,500 tickets each, which were made available to them after the regional finals.

Food and beverage, souvenir and novelty sales totaled \$481,000 and could have exceeded that, but fans were so excited over the game that they would not

Continued on Page 11



RUPP REUNION — The Forester Sisters opened the show for Randy Travis and George Jones before approximately 7,000 spectators Sunday afternoon, March 29, at Rupp Arena, Lexington, Ky. From left, the sisters are June, Kathy, Christy and Kim. The promoters, from left, are Al Antee, also manager of Louisville Gardens; Gerald Roy, Stellar Productions, Hendersonville, Tenn., and Joe Gehl, Fort Lauderdale, Fla. (AB Photo)

93,173 At Wrestlemania III
Sets Mark For Indoor Event

By LOUISE ZEPP

The first wrestling event held at the Pontiac (Mich.) Silverdome went over as big as the big guys in the ring, making history as the biggest wrestling event held and attracting the largest crowd ever assembled under one roof.

World Wrestling Federation's Wrestlemania III, with Hulk Hogan defeating

Andre The Giant in the title bout, drew 93,173 persons to the Silverdome on March 29, making it the world's largest indoor stadium event.

The previous indoor crowd record was held by the Rolling Stones, who drew 87,500 in 1981 to their Louisiana Superdome performance in New Orleans.

Continued on Page 11

Baseball Openers To Feature
Tributes To Jackie Robinson

Ceremonies recognizing a number of anniversaries, including Jackie Robinson's breaking of the color barrier in major league baseball, are to be held during the opening week of the 1987 season.

At all major league parks, second base is to be dedicated in honor of the late Robinson, who became the first black ballplayer in the majors in 1947.

The New York Yankees will be con-

ducting special ceremonies in honor of one of their greatest teams, the 1927 lineup which has come to be known as "Murderer's Row."

The Pittsburgh Pirates are celebrating their franchise's centennial, and the Los Angeles Dodgers are observing the 25th anniversary season of their home venue, Dodger Stadium.

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93,173 At Wrestlemania III Sets Mark For Indoor Event...

Continued from Page 1

The Wrestlemania III crowd also broke the building's attendance record, set in 1982 by Super Bowl XVI which drew 82,000-83,000, according to Silverdome Director Mike Abington. "Our next largest crowd will be Sept. 19, when Pope John Paul II will be here," he said.

Preliminary reports indicate more than three million people viewed Wrestlemania III on pay-per-view television, and 1.1 million viewers watched on closed-circuit television at venues which included the Silverdome, according to Mike Weber, media coordinator with promoter Titan Sports, Stamford, Conn. Weber said "final numbers won't be available for a week."

Broadcasts on closed circuit TV were featured at over 163 venues throughout the U.S. and Canada, averaging a 7,000 capacity, according to Weber.

He declined to release dollar figures for the event, citing Titan Sports' status as "a private company."

Abington said the attendance figure of 93,173 "included everyone in the building." Tickets sold totaled 88,100, with tickets priced at \$100, \$30, \$20, \$15 and \$8.

The event's per capita spending

figure "handily exceeded the \$5.50 to \$6 per cap average for National Football League (NFL) games," Abington added.

SMOOTH-RUNNING EVENT

"Things went smoothly," Abington said. "We weren't sure what kind of crowd we'd have since it was the first time wrestling has been held in the Silverdome. We certainly geared up our forces for traffic. We had 38 shuttle buses from downtown to the building and we transported about 20,000 people."

Said Weber, "We were bowled over by how great the security was at the Silverdome, and the news coverage in Detroit was beautiful. It was an unbelievable success. Production-wise, it was very good."

Traffic backups were cleared before the event and the audience was in the building by 4 p.m., Abington-reported. The wrestling action took place from 4 p.m. until 7:30 p.m.

"It was a great crowd and a family audience. The crowd was very well behaved and excited. I heard the loudest crowd response I've ever heard. We didn't discern many people leaving prior to the last bell. They stayed in their seats

until the end," Abington said.

Over \$1.1 million was turned over in concessions sales during the event, he said, and there were over 2,500 concession workers in the building that day.

Wrestlemania III was broadcast live in English, French and Spanish, and carried live in Europe on The Sky Channel, a European paid subscriber network. It was shown on tape-delay in the Middle East, Japan, Hong Kong, Singapore and Australia.

Among the arenas selling out in advance as of March 27, were: Madison Square Garden/Felt Forum, New York City, 24,000; Maple Leaf Gardens, Toronto, Ont., 11,857; Victor K. Copps Trade Center/Arena, Hamilton, Ont., 11,300; Kitchener (Ont.) Memorial Auditorium, 5,700; London (Ont.) Gardens, 4,500; Beacon Theatre, New York City, 2,700; Markham (Ont.) Centennial Centre, 2,300; Warner Theatre, Torrington, Conn., 1,700; Garde Theatre, New London, Conn., 1,600; and Palace Theatre, Greensburg, Pa., 1,500.

"It was a technological success," Weber said. "There were no technical glitches, no dead minutes and all transmissions went out fine."



DINNER PARTY — Enjoying the banquet at IAAM's District I meet in Boston were, from left, Academy of Music's Hugh Walsh and his wife, Pat; Pam Fritz, and Richard Fritz, Stabler Arena, Lehigh University, Bethlehem, Pa. (AB Photo)

Building Bookings

Entries for the May Building Bookings, to be published in the May 9 issue, must be in the Nashville office by April 30. If you wish for your facility to be included, please send your bookings to: Amusement Business, P.O. Box 24970, Nashville, Tenn. 37202.

ALEXANDRIA (La.) Rapides Parish Coliseum — crafts show, 4-5; CCTV boxing, 6; local event, 6, 13, 20, 27-30; flea market, 11-12.

ANAHEIM (Calif.) Convention Center — trade show, 1-2, 4-5, 15-17, 23-26, 27-29; local event 2, 4, 11, 17-18, 31, 25-26; gun and collectors show, 4-5; meeting, 5, 10-11; art show, 5, 26; CCTV boxing, 6; conference, 14-16, 21-23; MASTERS OF THE UNIVERSE SHOW, 31-34; doll and collectibles show, 24-26.

ATLANTA (Ga.) Fox Theatre — PAUL ANKA/BERNARD PETERS, 28-30. CLEARWATER (Fla.) Richard S. Baumgardner Center For The Performing Arts — "Tango Argentino," 12-19.

CLEVELAND (Ohio) International Exhibition Center — motorcycle consumer show, 3-5; gun, military and wilderness expo, 25-26; flea market, 26-28.

COLUMBIA (S.C.) Carolina Coliseum — local event, 4; LUTHER VANDROSS, 5; LIZ STORY/MICHAEL HEDGES/MONTREUX, 7.

COLUMBUS (Ohio) Ohio Theatre — Columbus Symphony Orchestra, 3-5; Metropolitan Ballet, 9-11; WYNTON MARSALIS/BOBBY McPERRIN, 12; Hector Olivera, 26. Veterans Memorial Auditorium & Convention Hall — local event, 1-19; "Sherlock Holmes & the Red Handed League," 2; gem and mineral

show, 2-5; home expo, 2-4; convention, 8-13, 22-27; JOHN CONLEE, 25; sale, 28-30. Expositions Center — Aladdin Temple Shrine Circus, 1-5; conference, 2; fishing show, 2-5; antique show, 3-5; transportation show, 5; local event, 6, 10, 11, 14-16, 23; gun and knife show, 11-12; antique auto parts, 11-12; flea market, 12; rodeo, 17-18; dog show, 18-19; convention, 24-26; horse show, 24-26, 29-30; auto parts expo, 25-26.

DAYTON (Ohio) Convention & Exhibition Center — band front competition, 3-5; local event, 4, 11, 14, 25, 27-28, 30; meeting, 4-5; food show, 7-8; convention, 8-12, 17-18, 21-23; Dayton Philharmonic, 11; tradeshow, 14-15, 20-26.

DAYTONA BEACH (Fla.) Ocean Center — Canadian old timers hockey assn., 4-10; motorcycle racing on ice, 11.

DES MOINES (Iowa) State Fair — local event, 4-5, 24-25; flea market, 4-5; Quarter horse sale, 4-5; horse fair, 31-32; gun show, 11-12; horse show, 18-19, 24-26, 30; construction industry sale, 29.

DETROIT (Mich.) Cobo Conference/Exhibition Center — apparel show, 5-7; conference, 7-9, 21-24; craft expo, 7-9; NAACP, 19.

DUBUQUE (Iowa) Five Flags Center — one act plays, 3-4; "Show Appeal," 10-12; Des Moines Ballet Co., 14; local event, 17; Dubuque Symphony, 25-26.

DULUTH (Minn.) Arena Auditorium — food show, 1; Sweet Adelines, 3-4; sports fair, 4; VICTOR BORGE, 7; home show, 8-12; Duluth Superior Symphony Orchestra, 18; local event, 25, 29-30; AAD Temple Shrine Circus, 24-26; auction, 24. GENE KELLY, 34.

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Record 64,939 See NCAA Final At Superdome...

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leave the bleachers for a soda or hot dog.

Concessionaire Ogden Allied Services still surpassed the \$203,000 from the 1982 contest, by \$282,000 in 1987. No beer or liquor was poured at the stands per NCAA regulations.

About 500 full-time and part-time staffers worked at the Superdome during the Final Four, and Ogden had about 1,800 additional personnel.

"This has become one of the three major annual sporting events in the '80s, along with the World Series and the Super Bowl," Curl said.

The Superdome will submit a proposal for the 1993 NCAA Final Four, said Curl. The bids will be reviewed by summer 1988.

18 MONTHS OF PLANNING

The planning stages for the event took the Louisiana-New Orleans Basketball Host Committee a year and a half. A steering committee of six members included Superdome President Bob Johnson

and Curl.

Three major gatherings were held over the weekend. The first, on Friday night (27), was for 4,000 registrants, spouses, and friends with the National Assn. of Basketball Coaches on an unused portion of the arena floor. A Sunday (29) bash for 1,500 media representatives was held at the New Orleans Convention Center, and a Monday evening (30) soiree for about 1,200 NCAA officials, team associates and media reps took place at the Hyatt Regency Hotel.

Officials of future Final Four sites were given a guided tour of the stadium on Friday (27). The facilities represented included Kemper Arena, Kansas City, Mo., which will host the 1988 tourney (April 2-4); the Kingdome, Seattle (1989); McNichols Arena, Denver (1990); the Hoosier Dome, Indianapolis (1991), and the Hubert H. Humphrey Metrodome, Minneapolis (1992).

The stadium was cleared after a truck and tractor pull on Saturday (21), and the court, specially made for the NCAA by Horner Flooring, Dollar Bay, Mich., was installed on Tuesday morning (24).

The Superdome designed the graphics, with modifications by the NCAA. Blue was used because of the TV cameras and also because it's the school color of the host school, the University of New Orleans, said Curl.

The building was spruced up for the live broadcasts on CBS Sports, with skirting around scoring tables, drapes around areas, fabric coverings over the sound speakers over the floor in team colors, and carpet swatches. The interior dec-

rating cost about \$15,000.

"We got excellent feedback from CBS Sports. Bob Deke, in charge of production, said this was the most professional management group that he had ever dealt with at a basketball venue," said Curl. About 1,000 reporters had credentials.

The two contests on Saturday (28) began about 2:47 p.m., so the building's doors were opened about 12:30 p.m. and closed that night by 9 p.m. Starting time was 7:12 Monday evening, with doors open at 5 p.m.



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For The Record...

Ticketron was inadvertently omitted from the list of companies sponsoring events at the International Assn. of Auditorium Managers District I meeting in Boston, March 8-11 (AB, March 21). The New York-based firm, which also has 15 regional offices, sponsored a luncheon on March 9. AB regrets the error.

CONTROLLER

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Public Arena/Auditorium with 9,500 capacity has immediate opening for a Controller with 4-year accounting degree preferred and 5 years executive level experience. Qualified applicant must have computerized accounting experience and supervisory skills. Work will require flexible hours including some weekends and evenings. Salary commensurate with experience.

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